

Entrepreneur India

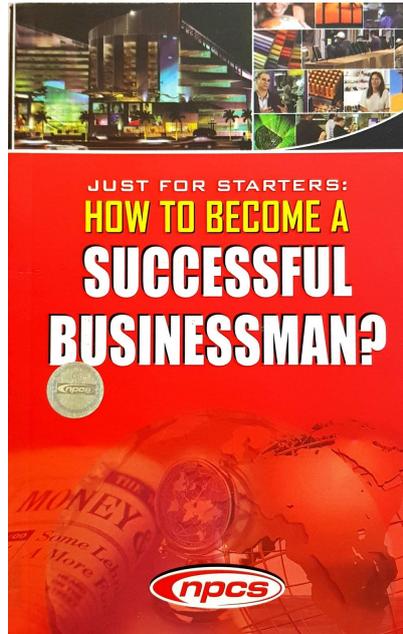
106-E, Kamla Nagar, New Delhi-110007, India.

Tel: 91-11-23843955, +91 9097075054

Mobile: +91-9097075054

Email: npcs.ei@gmail.com, info@entrepreneurindia.co

Website: www.entrepreneurIndia.co



Just For Starters: How To Become A Successful Businessman? (3rd Revised Edition)

Code	NI30
Format	paperback
Indian Price	₹475
US Price	\$75
Pages	336
ISBN	9789381039038
Publisher	NIIR PROJECT CONSULTANCY SERVICES

Description

Entrepreneurship is one of the critical decisions to be made and it involves number of risk and has its own advantages also. But the charm of being a master of you is always above any other form of work. Setting up a business requires many things.

Understanding yourself, understanding market, availing funds are certain basic things that one must mandatorily know before making a business decision. In fact before starting a business also one has to be thorough with the requirements of current line of industry. Above all taking advantage of various schemes provided by government and other financial institutions. Everyone wants to do something that gives them chance to earn more money and it is possible by becoming an entrepreneur. Starting your own business is one of the few remaining paths to wealth. To start you own venture you have to decide on many things. Making a choice of the right project is a difficult decision for an entrepreneur and is an imperative decision. For the reason that rest of the challenges for setting up a business is based on the type of the product and fund to invest. But it is a perception that for owning a business you should have handsome amount of money. Now it is possible with small scale business.

Startup India Stand up

Our Prime Minister unveiled a 19-point action plan for start-up enterprises in India. Highlighting the importance of the Standup India Scheme, Hon'ble Prime minister said that the job seeker has to become a job creator. Prime Minister announced that the initiative envisages loans to at least two aspiring entrepreneurs from the Scheduled Castes, Scheduled Tribes, and Women categories. It was also announced that the loan shall be in the ten lakh to one crore rupee range.

A startup India hub will be created as a single point of contact for the entire startup ecosystem to enable knowledge exchange and access to funding. Startup India campaign is based on an action plan aimed at promoting bank financing for start-up ventures to boost entrepreneurship and encourage startups with jobs creation.

Startup India is a flagship initiative of the Government of India, intended to build a strong ecosystem for nurturing innovation and Startups in the country. This will drive sustainable economic growth and generate large scale employment opportunities. The Government, through this initiative aims to empower Startups to grow through innovation and design.

What is Startup India offering to the Entrepreneurs?

Stand up India backed up by Department of Financial Services (DFS) intents to bring

up Women and SC/ST entrepreneurs. They have planned to support 2.5 lakh borrowers with Bank loans (with at least 2 borrowers in both the category per branch) which can be returned up to seven years.

PM announced that “There will be no income tax on startups’ profits for three years”

PM plans to reduce the involvement of state government in the startups so that entrepreneurs can enjoy freedom.

No tax would be charged on any startup up to three years from the day of its establishment once it has been approved by Incubator.

The book is an attempt to provide certain basic knowledge for starters. Starting a small scale enterprise requires understanding steps in setting up an SSI, Registration/Licenses for SSI(Small Scale Industry), Resourcing, Technical Know How and so on the book has chapters on the concerned subject for better understanding of a starter. Various Policies and programmes for rural development, Prime Minister Rozgar Yozna, rural women entrepreneurship in India, bright prospects, industrial innovations by small and medium sized enterprises, Indian small industry, organisation, supporting entrepreneurship, development in India etc are also the subject matter of the book. Every chapter has several other sub chapters making the topic clear and better to understand. In the end of the book a directory section is enclosed containing Industries Department addresses, Service Institutes, Branch Institutes, and Extension Centres in various Indian States.

Content

1. INTRODUCTION 1

Advantages of Self-Employment

Am I Built to Become an Entrepreneur?

Entrepreneurial Opportunities

Types of Enterprises

Manufacturing Industries

What is Industry?

Size of Industry

Definitions of SSI

(I) Modern Small Scale Industrial Undertaking

- (II) Ancillary Industrial Undertaking
- (III) Tiny Industrial Units
- (IV) Village or Rural Industrial Unit
- (V) Artisan Industrial Unit
- (VI) Cottage or Household Industry
- (VII) Small Scale Service Establishment

Items of Plant & Machinery

2. SMALL SECTOR IN INDIA : STATUS, GROWTH AND DE-RESERVATION 15

Introduction

Data and Methodology

Impact of De-Reservation

India's Exports to World Pre and Post De-Reservation

SSI's in India

Strengthening De-reserved Units

Marketing and Market Information

How do Laws, Rules, Regulations Affect doing Business for SSIs

Setting up a Unit

Conclusion

3. STEPS IN SETTING UP AN SSI 26

Step 1 : Know Yourself

Step 2 : Training

Step 3 : Project Identification Selection

Step 4 : Location of the Enterprise

Premises Owned Vs Hired

Typical Question

Step 5 : Preparation of a Project Report

Typical Questions

Step 6 : Arranging Technical Know How

Step 7 : Constitution of the Firm

Step 8 : Registration

Step 9 : Arranging Finance

Other Sources

Need for Planning

Margin Money

I Needn't Be Rich

Step 10 : Statutory Licences/Approvals/Clearances

Step 11 : Arranging Land & Building

Step 12 : Procuring Plant & Machinery

Step 13 : Utilities : Power Connection/Water Supply

Step 14 : Recruitment of Personnel

Step 15 : Procurement of Raw Materials
Step 16 : Registration with Excise/Sales Tax Authorities
Step 17 : Trial Production
Step 18 : Commercial Production
Step 19 : Marketing
Step 20 : Accounts and Record-Keeping
Step : 21 Market Research
Step 22 : Quality Control
Step 23 : Updating Yourself
Step 24 : Growth
Step 25 : Avoiding Typical Pitfalls

4. REGISTRATION/LICENCES FOR SSI 77

Special Approvals

Pollution Control Board

5. RESOURCING 87

Banks

Composition and Current Scenario

Non-Banking Financial Companies (NBFCs)

Financial Institutions

National Level Institutions

State Level Institutions

Government Funding and Schemes

Capital Market

Regulatory Framework

Policy Measures and Initiatives

Venture Capital

6. STEPS IN STARTING & MANAGING YOUR BUSINESS 121

Managing a Business

Client Relationship Management

Sourcing Process, Raw Materials, Machineries and Equipments

Process Selection

Raw Materials

Machinery and Equipments

Setting up Infrastructure

Naming and Registering a Business

Pricing your Product

Setting the Pricing Objective of the Firm

Determining the Demand for the Product

Estimating the Costs and Profits

Determining the Competition for the Product

Distribution

Considering the Governmental Regulations
Selecting a Suitable Pricing Method/Policy
Financing a Start up Business
Hiring Human Resource
Choosing the Location of the Industry
Creating a Business Plan
The Benefits of Business Planning
Choosing a Form of Business Organization
Taxes
Promotion
Regulatory Requirements
Managing your Intellectual Proficiency
Marketing and Sales
Managing your Finance
Insurance
7. TECHNICAL KNOW-HOW FOREIGN COLLABORATIONS 154
8. MARKETING 157
Size of Market
Competition
Market Segmentation
Products Differentiation
Distribution Channels
Costing & Pricing
Sales Strategy
Advertising/Publicity
After Sales Service
Government Purchases
9. LESSONS FROM EXPERIENCE 162
Profit Generation
Repayment of Loans
Financial Planning
Legal Violations
Copy Cats
Insurance
Ancillarisation
Women
Industrial Sickness
Avoiding Sickness
Incentive and Subsidies
10. POLICIES AND PROGRAMMES FOR RURAL DEVELOPMENT 169
Concept of Rural Development

Goals of Rural Development
Rural Development Schemes
Rural Development Policy
Development and Incidence of Poverty
Evaluation

Need for Human Resources Strategy

11. PRIME MINISTER'S ROZGAR YOJANA (PMRY) AND SCHEME OF FUND FOR REGENERATION OF TRADITIONAL INDUSTRIES (SFURTI) 180

Introduction

Prime Minister's Rozgar Yojana (PMRY)

Contingency Funds for Scheme Administration

Project Profiles

Assistance from States/UTs

Monitoring & Guidance for PMRY

Monitoring and Guidance at District Level

Monitoring and Guidance at State/UT Level

Monitoring and Guidance at Government of India Level

Cumulative Status of Progress Under PMRY during X Plan and 2007-08

Budgetary Assistance

Evaluation Studies of PMRY

Initiatives Taken For Strengthening PMRY

Scheme of Fund for Regeneration of Traditional Industries (SFURTI)

Prime Minister's Employment Generation Programme

12. WOMEN ENTREPRENEURSHIP IN INDIA 193

Introduction

Categories of Women Entrepreneurs

Categories of Women Entrepreneurs in Practice in India

Supportive Measures for Women's Economic Activities and Entrepreneurship

Direct & Indirect Financial Support

Yojna Schemes and Programme

Technological Training and Awards

Federations and Associations

Women Entrepreneurship in India

Women Work Participation

Rural & Agricultural Economic Development for Women

Growing Role of Women Entrepreneur in India

Problems of Women Entrepreneurs in India

13. KHADI AND VILLAGE INDUSTRIES

COMMISSION (KVIC) 210

Introduction

Objectives

Functions

Procedure for Implementing R&D Projects in (KVIC)

High Power Committee Recommendations

Who can undertake R&D Projects?

How Proposals are to be Made

Procedure

Implementing Agencies

Mahatma Gandhi Institute for Rural Industrialization (MGIRI)

14. INDUSTRIAL INNOVATIONS BY SMALL AND MEDIUM SIZED ENTERPRISES 226

Introduction

Industrial Innovations

Technological Competence

Competence for Development of the Firm

Systematic Learning

Innovations in Small and Medium Sized Firms

Role of Innovative Small and Medium Sized Firms

15. MICRO, SMALL & MEDIUM ENTERPRISES 238

Micro Finance Programme

Government Policies and Support Measures: Brief History

Present Policy Framework and Focus Areas

Indian MSMEs: Areas of Cooperation

Mechanism for Operating the Scheme

Subsidy Scheme for Technology Up Gradation

Quality Up gradation/Environment Management for Small Scale Sector

Features of the Scheme

Cluster Development Programme (MSE-CDP)

Objectives

National Award Scheme in MSME

National Manufacturing Competitiveness Programme (NMCP)

Scheme of Micro Finance Programme

Features of Micro- Finance Programme

Mini Tool Room & Training Centre Scheme

Existing Tool Room & Training Centres

16. POLLUTION CONTROL BOARD (PCB) 263

Introduction

Functions

Functions of the Central Board at the National Level

Functions of the Central Board as State Boards for the Union Territories

Environmental Laboratories with Valid Recognition

17. MICRO SMALL MEDIUM ENTERPRISES (MSME) BRANCH OFFICE & DEVELOPMENT

INSTITUTE
IN INDIA 275
Development Institutes
Testing Stations
MSME Technology Development Centres
Testing Centres
Central Tool Room and Training Centres

About Niir

NIIR Project Consultancy Services (NPCS) is a reliable name in the industrial world for offering integrated technical consultancy services. Its various services are: Pre-feasibility study, New Project Identification, Project Feasibility and Market Study, Identification of Profitable Industrial Project Opportunities, Preparation of Project Profiles and Pre-Investment and Pre-Feasibility Studies, Market Surveys and Studies, Preparation of Techno-Economic Feasibility Reports, Identification and Selection of Plant and Machinery, Manufacturing Process and/or Equipment required, General Guidance, Technical and Commercial Counseling for setting up new industrial projects and industry. NPCS also publishes various technology books, directories, databases, detailed project reports, market survey reports on various industries and profit making business. Besides being used by manufacturers, industrialists, and entrepreneurs, our publications are also used by Indian and overseas professionals including project engineers, information services bureaus, consultants and consultancy firms as one of the inputs in their research.